

Rep Order# 6836081 Ver# 2 Status Returned Traffic Order# 104666 Printed: 07/24/2012 3:14 PM 1 of 4  
EC'd Yes Last Received: 07/24/2012 2:29 PM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) OBAMA FOR AMERICA  
Product Candidate Orders  
Estimate# 1507  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
1010 WISCONSIN AVE, S  
SU. 800, WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1507  
Flight Dates 07/25/2012 - 08/02/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC= \*

--- REMARKS ---  
PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F,M-TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/25-07/31	4	1	4	\$1,600.00	
	2	W-TH,M-TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/01-08/07	1	1	1	\$400.00	
	3	W-F,M-TU	4A-430A	EARLY TODAY	:30	\$150.00	07/25-07/31	5	1	5	\$750.00	
	4	W-F,M-TU	430A-5A	EARLY TODAY	:30	\$150.00	07/25-07/31	5	1	5	\$750.00	
	5	W-F,M-TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/25-07/31	4	1	4	\$2,800.00	
	6	W-TH,M-TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/01-08/07	1	1	1	\$700.00	
	7	W-F,M-TU	7A-9A	TODAY SHOW	:30	\$1,400.00	07/25-07/31	5	1	5	\$7,000.00	
*8	SA	6A-7A		NEWS 3 AT SUNRISE								
				Buyline Comment: NO PGM 7/7, 7/28								
				Station Remark: V2 NA DT OLYMPICS								
*9	SA	7A-9A		SATURDAY TODAY	:30	\$625.00	07/28-07/28	1	1	1	\$625.00	
				Buyline Comment: (AIRS 4-5 AM 7/7) (NO PGM7/28) (AIRS 7-8A 8/4, 8/11, 9/8)								
				Station Remark: V2 NA DT OLYMPICS								
*10	SA	9A-930A		NEWS 3 TODAY/WKEND	:30	\$500.00	07/28-07/28	1	1	1	\$500.00	
				Buyline Comment: N/A ON 7/28								
				Station Remark: V2 NA DT OLYMPICS								

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	*11	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$200.00	07/29-07/29	1	1	1	\$200.00	
				Buyline Comment: NO PGM 7/8, 8/5, 8/12								
				Station Remark: V2 NOT SURE IF LINE IS BOOKED CORRECTLY - SAME AS LINE 12 BUT LOWER RATE?								
	12	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$350.00	07/29-07/29	1	1	1	\$350.00	
				Buyline Comment: NO PGM 7/8, 8/5, 8/12								
	*13	SU	7A-8A	TODAY ON SUNDAY	:30	\$625.00	07/29-07/29	1	1	1	\$625.00	
				Buyline Comment: (AIRS 4-5 AM 7/8) (NO PGM 7/29, 8/5, 8/12)								
				Station Remark: V2 NA DT OLYMPICS								
	14	W-F,M-TU	9A-10A	TODAY SHOW II	:30	\$500.00	07/25-07/31	4	1	4	\$2,000.00	
	15	W-F,M-TU	10A-11A	TODAY SHOW III	:30	\$325.00	07/25-07/31	4	1	4	\$1,300.00	
	16	W-F,M-TU	11A-12P	RACHEL RAY	:30	\$200.00	07/25-07/31	4	1	4	\$800.00	
	17	W-F,M-TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	07/25-07/31	4	1	4	\$1,700.00	
	18	W-F,M-TU	1230P-1P	NEWS 3 AGENDA	:30	\$200.00	07/25-07/31	4	1	4	\$800.00	
	19	W-F,M-TU	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	07/25-07/31	4	1	4	\$1,700.00	
	20	W-F,M-TU	2P-3P	THE DOCTORS	:30	\$175.00	07/25-07/31	4	1	4	\$700.00	
	21	W-F,M-TU	3P-4P	DR. PHIL	:30	\$450.00	07/25-07/31	4	1	4	\$1,800.00	
				Buyline Comment: NO PGM 7/30- 8/10								
	22	W-F,M-TU	430P-5P	NEWS	:30	\$700.00	07/25-07/31	4	1	4	\$2,800.00	
	23	W-F,M-TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/25-07/31	2	1	2	\$1,400.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	24	W-F,M-TU	5P-630P	EARLY NEWS	:30	\$1,000.00	07/25-07/31	4	1	4	\$4,000.00	
	*25	W-F,M-TU	630P-7P	OLYMPIC ZONE	:30	\$1,100.00	07/25-07/31	2	1	2	\$2,200.00	
		Station Remark: V2 TP CHANGE - OLYMPIC ZONE AIRS 730-8P; NOT NA										
	26	SA	5P-630P	KVBC EARLY NEWS	:30	\$650.00	07/28-07/28	1	1	1	\$650.00	
	*27	SU	5P-630P	KSNV EARLY NEWS	:30	\$650.00	07/29-07/29	1	1	1	\$650.00	
		Station Remark: V2 NOT NA - NEWS AIRS 6-7P ON ON 7/29										
	28	TH	10P-11P	ROCK CENTER W/B. WILLIAMS	:30	\$1,400.00	07/26-07/26	1	1	1	\$1,400.00	
	*29	W-F,M-TU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/25-07/31	4	1	4	\$4,400.00	
		Station Remark: V2 PLEASE CHG 2X 7/27-7/31 TO 12-1230A										
	*30	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/28-07/28	1	1	1	\$1,100.00	
		Station Remark: V2 NOT NA - TP IS 12-1230A										
	31	W-F,M-TU	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$425.00	07/25-07/31	4	1	4	\$1,700.00	
	*32	W-TH,M-TU	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$425.00	08/01-08/07	1	1	1	\$425.00	
		Station Remark: V2 NA DT NO TONIGHT SHOW DURING OLYMPICS										
	33	W-F,M-TU	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$225.00	07/25-07/31	5	1	5	\$1,125.00	
	*34	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$750.00	07/28-07/28	1	1	1	\$750.00	
		Station Remark: V2 NA DT NO SNL DT OLYMPICS										
	35	W-F,M-TU	9A-4P	OLYMPIC DAYTIME	:30	\$1,200.00	07/25-07/31	4	1	4	\$4,800.00	

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--REPORT TOTALS--  
Report Totals: 98 / \$54,850.00

--SALES MONTHLY TOTALS--  
Jul 12: 55 / \$31,225.00 Aug 12: 43 / \$23,625.00  
Sales Totals: 98 / \$54,850.00  
Station Totals: 98 / \$54,850.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$262,692	CATV 0%	KBLR 0%	KINC 0%	KLAS 22%	KSNV 20%
		KTNV 21%	KTUD 0%	KVCW 3%	KVMY 8%	KVVU 23%
		XXXX 0%				

Books null  
Demos RA35+

-- CREDIT RISK --  
CASH IN ADVANCE